

## PRESS RELEASES

Oct 2, 2012

### Latest Cleaning Technology Addresses QSR Needs In Growing Specialty Coffee/Tea Category

ST. PAUL, Minn. - October 2, 2012 - Ecolab Inc. has launched the KAY<sup>®</sup> Filter Pouch Cleaner, a patented cleaning technology to effectively clean specialty coffee and tea equipment without compromising beverage quality or flavor.

Specialty beverages are a growing trend in the QSR market, and more consumers are ordering beverages without purchasing food, contributing to an increase in restaurant traffic. According to market research firm Technomic, 71 percent of consumers now purchase beverages away from home at least twice a week, up from 66 percent in 2010.

"Specialty coffee is 'special' because of its flavor profile," said Bob Sherwood, general manager, Ecolab QSR. "If the flavor is off, customers will take their business elsewhere. KAY Filter Pouch Cleaner technology effectively cleans with a single-dose application to help ensure that both beverage quality and flavor are maintained. It's as easy to use as brewing a pot of coffee or tea."

Available to customers globally, the KAY Filter Pouch Cleaner utilizes innovative non-corrosive technology packaged in a tea paper pouch and can be used on all glass, plastic and stainless steel brewing equipment.

"The uniqueness of the pouch, combined with the cleaning performance achieved through a simple brew cycle, changes the game for QSRs in many ways," said Sherwood. "Beverage quality is paramount, but our product also helps decrease cost and labor and increase equipment longevity. Brewing equipment must be cleaned daily to avoid coffee and tea oils from turning rancid and ruining the beverage, so the cost-effectiveness of this product is important."

In 2010, Ecolab QSR expanded its beverage equipment cleaning product lineup through the acquisition of Coffee Dispenser Cleaner Company (CDCC), based in Orange, Calif. To learn more about the KAY Filter Pouch Cleaner and the entire KAY Beverage Equipment Cleaning Program, including the KAY<sup>®</sup> QSR Milk Frother & Steam Wand Cleaner, KAY<sup>®</sup> Espresso Machine Powder, and KAY<sup>®</sup> Espresso Machine Tablet, visit the [Beverage Equipment Cleaning](#) section of [Ecolab.com](#).

#### About Ecolab

With 2011 pro forma sales of \$11 billion and more than 40,000 employees, Ecolab Inc. (NYSE: ECL) is the global leader in water, hygiene and energy technologies and services that provide and protect clean water, safe food, abundant energy and healthy environments. Ecolab delivers comprehensive programs and services to the food, energy, healthcare, industrial and hospitality markets in more than 160 countries. For more Ecolab news and information, visit [www.ecolab.com](#).

#### Contact:

Roman Blahoski  
651-293-4385

[MediaRelations@Ecolab.com](mailto:MediaRelations@Ecolab.com)

October 2, 2012

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